



**Inclusive
Economy and
Sustainability**

Swindon Borough Council
Wat Tyler House
Beckhampton Street
Swindon
SN1 2JH
Tel:- 01793 445500

(Letter sent by Email)

Please ask for: Liz Sheppard
Direct Dial No: 07970 635106
Email: gazetteers@swindon.gov.uk
Our Ref:
Your Ref:

Date: 9th March 2026

Dear Parish Council Chairs, Community Leaders, and Representatives of Heritage Groups,

As part of our ongoing work to plan and deliver future development sites across Swindon, the Council is keen to ensure that new streets and public spaces reflect the rich history, culture, and identity of our local communities. Street naming is more than an administrative requirement; it is an opportunity to celebrate the people, places, events, and traditions that shape our shared heritage. We are therefore inviting Parish Councils, community organisations, and local heritage groups to submit suggested street names for consideration in upcoming developments within your areas.

We are particularly interested in names that:

- Reflect significant local historical figures, events, or landmarks
- Celebrate distinctive geographical features or long-established field names
- Recognise important aspects of the Borough's cultural, industrial, or agricultural heritage
- Promote a sense of place and community identity
-

There are some rules that need to be following in providing names:

- No duplication of existing or similar-sounding street names within Swindon or nearby areas
- Easy to spell and pronounce to avoid confusion
- No living people – commemorative names must relate to deceased individuals with proven local significance and appropriate time since passing
- No prefix beginning with 'The' for new streets and properties

Please see our SNN Policy attached.

(cont'd.....)

(2.)

It would be helpful if you could please include a brief explanation of the historical or community significance of each suggested name, together with any supporting information or references. This will greatly assist the Council in assessing submissions and ensuring that names are both meaningful and appropriate.

Engaging with you at this stage will help us embed local character into new developments from the outset, speed up our response time to developers and ensure that growth across the Borough strengthens, rather than dilutes, our shared identity.

We would be grateful to receive your suggestions by 31st May. Submissions and any queries should be sent by email to gazetteers@swindon.gov.uk. We very much value your knowledge and insight and look forward to working collaboratively to celebrate and preserve the distinctiveness of our communities as they evolve.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Liz Sheppard', written in a cursive style.

Liz Sheppard (Mrs)
Street Naming and Numbering Manager
Address Management Team